01750-1
9/20/88

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Sep 19

"All children's animated series should be this hip, playful and witty.
All adult TV series should be this hip, playful and witty."
—People Magazine

THE HIT FOR '88 AND BEYOND!
94% COVERAGE!

Produced by Murakami Wolf Swenson, Inc.
Distributed by
GROUP W PRODUCTIONS
A WESTINGHOUSE BROADCASTING COMPANY

"Teenage Mutant Ninja Turtles" ® Characters. ©1985 Mirage Studios. ©1988 Murakami Wolf Swenson, Inc.

20814SRI AT8501 ZWZ
SRI ACQ
CONGRESSNL INFO SRV **SAMPLE
4520 EAST-WEST HWY
BETHESDA MD 20814

57th Year 1988
Radio 88 plays out its hand in D.C.

Vol. 115 No. 12

Broadcasting Sep 19

United they stand... National Cable Television Association President James Mooney predicts alliance of cable operators and broadcasters will be formed to fight entry of telephone companies into TV business. **PAGE 46.**

Radio '88... Some 6,500 attend National Association of Broadcasters Radio '88 convention in Washington, first time in several years event has been held east of Mississippi River. Among last week's highlights: convention organizers urge broadcasters to make lobbying priority; FCC Chairman Dennis Patrick seeks broadcaster support for relaxing duopoly and one-to-a-market rules; members of Congress say radio-only license reform hinges on fairness codification, and lawyers tell broadcasters how to survive license renewal. **PAGE 43.**

Pay as you go... Ameritech Chairman William Weiss says broadcasters would have to pay "reasonable" fee if they are carried on telephone-owned fiber network into home. **PAGE 47.**

49/**WORLDWIDE THINK SESSION**
Rupert Murdoch and other media leaders urge governments to let global marketplace decide.

50/**OTHER HALF**
Preston Robert Tisch joins his older brother, CBS Chief Executive Officer Laurence Tisch, on CBS board of directors.

52/**SYNDICATION GUIDE**
BROADCASTING has compiled for easy reference a guide to the who, what, where and how much of syndicated product new to the market for fall 1988 and early 1989.

54/**MORE SPORTS**
Cablevision's proposed ad hoc network of regional cable sports channels, SportsChannel America, debuts Oct. 6 with subscriber base of four million households.

56/**MILE HIGH MEETING**
Alex Felker, chief of FCC's Mass Media Bureau, is among featured speakers at four-day gathering of Society of Broadcast Engineers in Denver this week.

59/**CABLE'S OWN**
National Cable Television Association's must-carry survey shows cable systems carrying 98% of broadcast stations qualified to be carried under FCC's second set of must-carry rules; INTV and NAB reiterate their respective calls for must-carry legislation.

60/64/**MINORITY PUSH**
In Washington to accept National Association of Black Owned Broadcasters' "Man of the Year" award, Rev. Jesse Jackson calls on broadcasters to rally voters and organize workers. Also during NABOB conference, Capitol Hill staffers urge attendees to lobby for minority ownership and employment policies.

60/**STANDARD BEARERS**
Two advertising trade association presidents tell broadcast network chief executive officers that cuts to their respective broadcast standards departments may invite government intervention.

62/**IN THE MAIL**
Bell South subsidiary, Marketing Communicatons Networks, says it is going into direct mail promotion/spot cable business, beginning with market test next March.

72/**HDTV OVER THERE**
International Broadcasting convention in Brighton, England, Sept. 23-27, spotlights high-definition television.

73/**SEOUL '88**

NBC's Olympics control room

Worldwide Olympics coverage marks new plateau in international broadcasting of live events.

63/**FAIRNESS BEFORE THE COURT**
FCC's repeal of fairness doctrine is argued before panel of appeals court judges, who raise question of whether issue could be resolved on public interest rather than constitutional grounds.

95/**LEGAL DAVID**
Attorney Andy Schwartzman leads the Media Access Project against communications giants in pursuit of his vision of the public interest.

DEPARTMENTS

Advertisers Index	94
Business	67
Cablecastings	76
Changing Hands	89
Closed Circuit	9
Datebook	30
Editorials	98
Fates & Fortunes	91
Fifth Estater	95
For the Record	78
Journalism	70
In Brief	96
Law & Regulation	63
Masthead	35
The Media	59
Monday Memo	38
On Radio	56
Programing	51
Riding Gain	58
Stock Index	66
Syndication	54
Technology	72
Where Things Stand	10

Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1705 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C. and additional offices. Single issue $2 except special issues $3.50 (50th Anniversary issue $10). Subscriptions, U.S. and possessions: one year $70, two years $135, three years $190. Canadian and other international subscribers add $20 per year. U.S. and possessions $235 yearly for special delivery, $100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* $110, *Across the Dial* $6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $55). Postmaster please send address corrections to *Broadcasting*, 1705 DeSales St., N.W., Washington, D.C. 20036.

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's[1]	TOTAL *
Commercial AM	4,913	287	5,199
Commercial FM	4,085	565	4,650
Educational FM	1,339	297	1,636
■ Total Radio	10,337	1,149	11,485
FM translators	1,585	435	2,020
Commercial VHF TV	543	18	561
Commercial UHF TV	501	200	701
Educational VHF TV	119	6	125
Educational UHF TV	215	30	245
■ Total TV	1,378	254	1,632
VHF LPTV	106	163	269
UHF LPTV	282	1,143	1,425
■ Total LPTV	388	1,306	1,694
VHF translators	3,067	109	3,176
UHF translators	2,179	348	2,527
ITFS[2]	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL[3] & intercity relay	2,836	166	3,002

CABLE†	
Total subscribers	47,042,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	52.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 88.6 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

undergone considerable revisions and excisions, among latter language requiring broadcasters to air one hour per day of informational and educational programing and provisions to curb so-called program-length commercials.

Compulsory License

FCC is conducting inquiry into cable compulsory license, and may have "front burner" item ready for action in early fall. If views of FCC Chairman Dennis Patrick are guide, inquiry could lead to recommendation that Congress abolish license, although Patrick has acknowledged abolishing it for carriage of local stations would create practical problems.

Reexamination of license on Capitol Hill failed to materialize despite introduction of legislation. House Telecommunications Subcommittee member John Bryant (D-Tex.) has offered bill (BROADCASTING, April 4) to condition compulsory license on whether cable operator is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) offered similar measure in June (BROADCASTING, June 20). NAB television board has directed staff to investigate all aspects of compulsory license as part of joint board's consideration of must-carry issues. In comments on license inquiry, cable generally supported retention of license while program producers opposed it. NAB softened its long-standing opposition, arguing that license should be left alone for time being.

Crossownership

Telco-cable—FCC has tentatively concluded it should recommend Congress lift crossownership ban on telephone companies providing cable television service in their service areas. Commission, which made proposal at its July 20 meeting, will seek comments on subject, as well as on separate considerations to loosen its own regulatory restrictions on crossownership. FCC move follows National Telecommunications and Information Administration report on cable television regulation that recommended that telephone companies be allowed to serve as transporters of others' programing in telcos' own service areas (BROADCASTING, June 20). They should be allowed to provide "video dial tone" to anyone with program to offer, although not programing of their own, in NTIA's view. At present, not only FCC regulations and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T, is seen as barrier to such crossownership by seven Bell operating companies. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering BOC entry into information services, including cable. Not waiting for FCC, Representative Howard Nielson (R-Utah) introduced legislation to eliminate statutory ban.

National Cable Television Association and California Cable Television Association have asked three FCC commissioners to review staff's April 12 decision to waive telco-cable crossownership rules and allow GTE to build cable system in Cerritos, Calif.

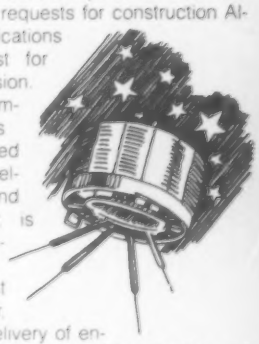
Duopoly/one-to-a-market—FCC officials, speaking at NAB convention (April 9-12), said record in duopoly and one-to-a-market rulemaking supports some relaxation of rules. But officials indicated that opposition from Hill to any FCC initiative involving liberalization of broadcast ownership rules makes action on rules unlikely at this time.

Broadcast-newspaper—Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29 when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

Network-cable—See Network Rules.

Direct Broadcast Satellites

April 8 round of applications at FCC brings current total to eight U.S. firms holding or seeking DBS construction permits—four new applicants, three requests for construction permit modifications and one request for four-year extension. But Hughes Communications, as major established fixed-service satellite operator and DBS CP holder, is likely best qualified to launch and operate first U.S. high-power, direct-to-home delivery of entertainment programing. Combination of Hughes's solid relations with major cable programers and high power of its proposed 200-watt bird give it major advantage over new entrepreneurs. DBS's high-power signals allow delivery to very small, affordable earth stations, promising consumer market much larger than current two million backyard dish market. Already dominant mode of program



The Fifth Estate
Broadcasting
incorporating
TELEVISION

Founder and Editor
Sol Taishoff, *(1904-1982)*
1705 DeSales Street, N.W. Washington 20036
Phone 202-659-2340

Lawrence B. Taishoff, *publisher*

Editorial
Donald V. West, *managing editor*
Mark K. Miller, Harry Jessell
assistant managing editors
Leonard Zeidenberg, *chief correspondent*
Kira Greene, *senior news editor*
Matt Stump, Kim McAvoy, John S. Eggerton,
associate editors
Susan Dillon, *assistant editor*
Scott Fitzpatrick, Randall M. Sukow *(technology)*
Peter D. Lambert, Lucia Cobo, *staff writers*
Kristina I. Hoyt, *editorial assistant*
Anthony T. Sanders, *systems manager*
Todd F. Bowie, Ed Kaitz, *production*

Broadcasting ■ Cablecasting Yearbook
David Seyler, *manager*
Joseph A. Esser, *associate editor*
Deborah Segal, Tracy Turner, *editorial assistants*

Book Division
David Dietz, *manager*

Advertising
Washington
Robert (Skip) Tash, *Southern sales manager*
Doris Kelly, *sales service manager*
Debra DeZarn, *classified advertising manager*

New York
David Berlyn, *senior sales manager*
Charles Mohr, Stacey Kibel,
sales managers

Hollywood
Tim Thometz, *sales manager*
Schiff & Associates, *(Western Equipment and Engineering) 213-393-9265*

Circulation
Kwentin K. Keenan, *circulation manager*
Patricia Waldron, *data entry manager*
Joseph Kolthoff, Shaun Gehan, Vardell McPhatter

Production
Harry Stevens, *production manager*
Rick Higgs, *production assistant*

Administration
David N. Whitcombe, *vice president operations*
Philippe E. Boucher, *controller*
Tracy Henry, *assistant controller*
Albert Anderson, *office manager*
Nancy Miller, *personnel administrator*

Corporate Relations
Patricia A. Vance, *director*

Bureaus
New York: 630 Third Avenue, 10017
Phone: 212-599-2830
Geoff Foisie, *chief correspondent*
Adam Glenn, *assistant editor*
Scott Barrett, *staff writer*
June Butler, *advertising assistant*
Cecelia Tyson
Hollywood: 1680 North Vine Street, 90028
Phone: 213-463-3148
Tim Thometz, *Western sales manager*
Sandra Klausner, *editorial-advertising assistant*
Stephen McClellan, *chief correspondent*
Steve Coe, *staff writer*

International Advertising Representatives
Europe and United Kingdom: Lucassen International, John J. Lucassen, Kamerlingh Onneslann 67, 1171 AC Badhoevedorp/Amsterdam, Netherlands. Phone 31(2968)6226. Telex: 18406 harke nl. ■ *Japan: Masayuki Hanhara, Yukari Media Inc., 9-4-302 Miyakojima kitadori, 2 chome, Miyakojima, Osaka, 534 Japan. Phone (06) 925-4452. Telex: 02423928*

Broadcasting Publications Inc.
A Times Mirror Business Publication
Lawrence B. Taishoff, *president*
Donald V. West, *vice president*
David N. Whitcombe, *vice president*

Founded 1931. *Broadcasting-Telecasting*® introduced in 1946. *Television*® acquired in 1961. *Cablecasting*® introduced in 1972. ® Reg. U.S. Patent Office.
Copyright 1988 by Broadcasting Publications Inc.

October

Oct. 1—Deadline for entries in Mobius Awards, "honoring outstanding achievement in the creation and production of broadcast advertising," sponsored by *U.S. Television & Radio Commercials Festival*. Information: (312) 834-7773.

Oct. 2-4—*New York State Broadcasters Association* and *Pennsylvania Association of Broadcasters* joint annual convention. Speaker: FCC Commissioner Patricia Diaz Dennis. Hershey Lodge, Hershey, Pa. Information: (518) 434-6100 or (717) 233-3511.

Oct. 2-4—Joint annual meeting of *Oregon Association of Broadcasters* and *Washington State Association of Broadcasters*. Jantzen Beach Red Lion, Portland, Ore. Information: (206) 625-0714.

Oct. 2-6—*Southern Educational Communications Association* conference. Hyatt Regency, Louisville, Louisville, Ky. Information: Jeanette Cauthen, (803) 799-5517.

■ **Oct. 3**—*Pennsylvania Cable Television Association* annual meeting. Tropicana, Atlantic City, N.J. Information: Patricia Wilson, (717) 234-2190.

Oct. 4—*Cabletelevision Advertising Bureau* local advertising sales workshop. Omni hotel at CNN Center, Atlanta.

Oct. 4—Deadline for station entries in New York Area Emmy Awards, sponsored by *New York Chapter of National Academy of Television Arts and Sciences*. Information: (212) 765-2450.

Oct. 4-6—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 5—*New York Television Academy* luncheon. Speaker: Tim Robertson, CBN Family Channel. Copacabana, New York.

Oct. 6—*Caucus for Producers, Writers and Directors* general membership meeting. Chasen's, Los Angeles. Information: (213) 652-0222.

Oct. 6—"Beyond the Basics," course sponsored by *Women in Cable*. Viacom Conference Center, New York. Information: Claire Stern, (212) 532-6680.

Oct. 6—*Cabletelevision Advertising Bureau* local advertising sales workshop. Radisson Inn Maingate, Orlando, Fla.

Oct. 7—*Radio Broadcasters of Chicago* 10th annual Windy Awards honoring excellence in creative use of radio as advertising medium. Hotel Nikko, Chicago. Information: Susan Kraus, (312) 329-9002.

Oct. 7-Jan. 2—"On the Air: Pioneers of American Broadcasting," exhibition co-sponsored by *National Portrait Gallery* and *Museum of Broadcasting*, New York. Smithsonian National Portrait Gallery, Washington.

■**Oct. 7-8**—*Radio-Television News Directors Association* region 8/Ohio AP Broadcasters conference. Ohio University, Athens, Ohio. Information: Gary Hanson, (216) 788-2456.

Oct. 7-8—*Southeast Regional Intercollegiate Broadcasting System* convention; sponsored by WRAS-FM Atlanta. Urban Life Center, Georgia State University, Atlanta. Information: (404) 651-2237.

Oct. 9-11—*Women in Cable* national management conference. Theme: "Facing the Competitive Challenge." Swiss Grand hotel, Chicago. Information: Reenee Gill, (312) 661-1700.

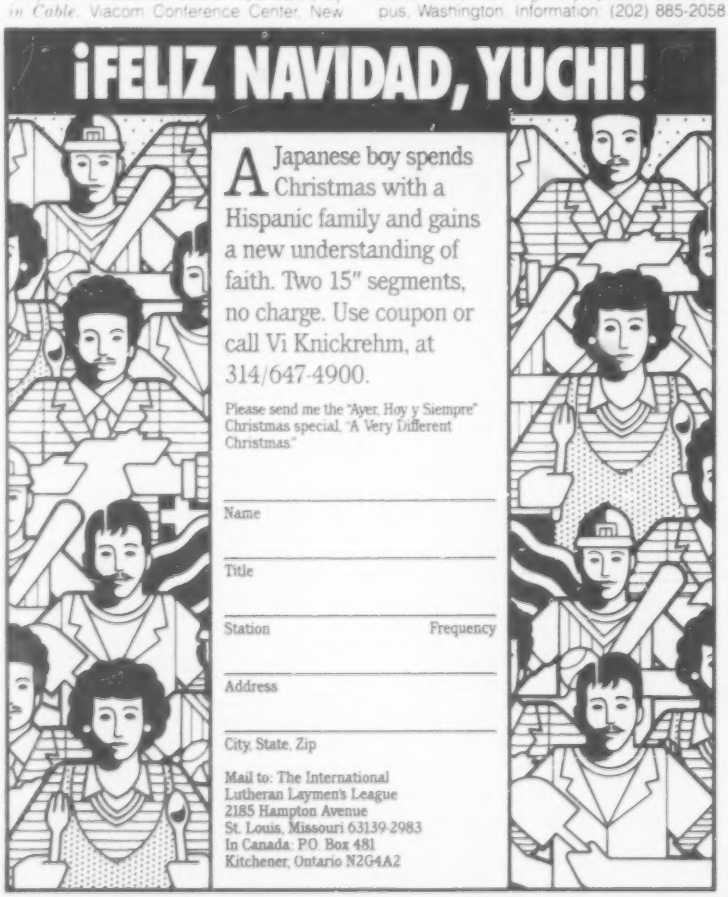
Oct. 9-11—*Illinois Broadcasters Association* annual convention. Eagle Ridge-Galena, Ill.

Oct. 9-12—*United States Telephone Association* 91st annual convention. Marriott Marquis, New York. Information: (312) 332-1991.

Oct. 11—Presentation of Engineering Emmy Awards for Outstanding Achievement in the Science of Television Engineering, sponsored by *National Academy of Television Arts and Sciences*. Sheraton Center, New York. Information: (212) 586-8424.

Oct. 11—*Cabletelevision Advertising Bureau* local advertising sales workshop. Howard Johnson hotel, Boston.

Oct. 11—"From the Morning News to the 'Cosby Show': Minorities on Television," forum sponsored by *American University*. Kay Spiritual Center, AU campus, Washington. Information: (202) 885-2058.


¡FELIZ NAVIDAD, YUCHI!
A Japanese boy spends Christmas with a Hispanic family and gains a new understanding of faith. Two 15" segments, no charge. Use coupon or call Vi Knickrehm, at 314/647-4900.
Please send me the "Ayer, Hoy y Siempre" Christmas special, "A Very Different Christmas."
Name
Title
Station
Frequency
Address
City, State, Zip
Mail to: The International Lutheran Laymen's League
2185 Hampton Avenue
St. Louis, Missouri 63139-2983
In Canada: P.O. Box 481
Kitchener, Ontario N2G4A2

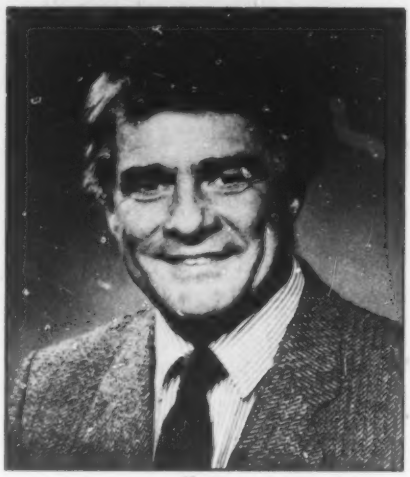
ABC starts new nonfiction programing subsidiary

Headed by National Geographic's Dennis Kane, new company's shows will air on network beginning in October 1990; some also set for cable and domestic syndication

ABC announced last week the creation of a new nonfiction programing subsidiary that will produce and distribute programs for ABC-TV and such ancillary markets as domestic and foreign syndication, cable television and home video.

The new company will be run by Dennis B. Kane, who has been associated with the National Geographic Society for 20 years, most recently as vice president and director of television and co-executive producer of the National Geographic Specials. Kane will have a small equity interest in the new company, to be called ABC/Kane Productions, although the company will be wholly owned by Capital Cities/ABC.

Kane's appointment is effective Oct. 1, and he and the company will be based in Washington, although most of the filming will be done on location, with post-production completed in Los Angeles and at London's Partridge Films, which specializes in wildlife programs. Kane will report to Robert Iger, executive vice president, ABC Network Television Group, New York.



Kane

The new company will produce programs covering a range of topics including geography, archeology, science, wildlife, adventure and history. "The core business is 25 one-hour specials" that will air on the ABC network beginning in October 1990, Kane told BROADCASTING last week. In addition, Kane said, he has been given a mandate to produce an unspecified number of programs that would air first on one of the two cable networks ABC has an interest in, ESPN and Arts and Entertainment, or in domestic syndication.

Each of the programs will take one-and-a-half to two years to complete, said Kane, who is now busy putting the first seven or eight projects into gear. Among them is a program with the working title *Mountain Lion: Ghost of the Rockies*, which examines not only the animal but the life of the researcher who studies the cat over a three-year period. Others in the works include a program on the Trans-Siberian Railroad that the Soviets just approved and "a personal story on the Russian space program," which

NBC wins week 51, ABC pulls into second place

NBC took the prime time week (ended Sept. 11) with a 12.6 rating and a 22.3 share. ABC overtook CBS and won second place with an 11.2/19.9. CBS came in with a 9.3/16.8.

The evening news race was a tie for first place between ABC's *World News Tonight* and CBS's *Evening News*, with each network registering a 9.5/20. The *NBC Nightly News* was close on their heels with a 9.4/20.

Looking back on the last few weeks, ratings, shares and HUT's (homes using television) are into their fall climb. Week 51 closed out with a three-network rating of 33.1 and a 59 share. That's up from week 50's 31.7/59 (and 53.7 HUT), and from week 49's 30.8/56.4.

Week 51's HUT level stood at 56.1, representing 49.7 million households. A year ago, the comparable HUT level, 56.3, represented 49.2 million households.

First place went to NBC's telecast of the Miss America Pageant, garnering a 22.3/44. That network's *Golden Girls* took second place (21.2/38) and was followed by encouraging numbers for *Baby Boom* (probably benefiting from the *Golden Girls* lead in).

	Nielsen	Net	
1.	22.3/44	N	Miss America Pageant
2.	21.2/38	N	Golden Girls
3.	21.0/38	N	Baby Boom
4.	20.8/38	N	Cosby Show
5.	19.1/33	A	Monday Night Football
6.	17.1/30	N	Bob Hope News Network
7.	16.4/27	A	Full House, Tues.
8.	16.2/28	A	Who's the Boss?
9.	15.3/26	N	Cheers
10.	15.1/29	N	227
11.	15.0/28	N	L.A. Law
12.	14.6/25	N	Matlock
13.	14.4/24	N	Hogan Family
14.	14.2/24	A	Head of the Class
15.	14.0/25	A	Growing Pains
16.	13.9/24	N	ALF
17.	13.7/23	A	ABC Sunday Movie
18.	13.4/23	C	CBS Tuesday Movie
19.	13.1/22	C	60 Minutes
20.	13.0/25	A	20/20
21.	12.7/21	N	In the Heat of the Night
22.	12.5/20	N	My Two Dads
23.	12.2/21	N	NBC Wednesday Movie
24.	12.1/19	C	Designing Women
25.	12.1/24	N	Facts of Life
26.	11.8/19	N	Family Ties
27.	11.5/23	C	CBS Friday Movie Spec., 1
28.	11.5/18	C	Kate and Allie
29.	11.3/19	N	NBC Monday Movie
30.	11.3/20	N	NBC Sunday Movie
31.	11.0/18	A	Moonlighting
32.	10.9/18	A	MacGyver
33.	10.9/18	A	Hooperman
34.	10.6/20	C	CBS Friday Movie Spec., 2
35.	10.0/17	C	Magnum, P.I.
36.	9.9/17	C	Newhart
37.	9.9/18	C	Wiseguy
38.	9.6/17	A	Thirtysomething
39.	9.5/16	C	Cavanaughs
40.	9.3/15	C	Equalizer
41.	9.2/16	N	NBC News Special
42.	9.0/17	A	Life After Death Row
43.	9.0/17	A	Disney Sunday Movie
44.	9.0/17	N	Miami Vice
45.	8.8/15	A	ABC Thursday Movie
46.	8.8/19	C	CBS Sunday Movie
47.	8.7/16	A	China Beach
48.	8.5/18	A	Perfect Strangers
49.	7.9/14	N	Rags to Riches
50.	7.8/14	C	Jake and the Fatman
51.	7.7/13	A	Slap Maxwell
52.	7.5/14	A	Burning Questions
53.	7.5/13	C	CBS Thursday Movie
54.	7.4/14	N	Blacke's Magic
55.	7.3/14	A	ABC Saturday Preview
56.	7.1/12	N	Funny People
57.	6.6/13	C	CBS College Football
58.	6.1/12	A	ABC College Football
59.	5.9/12	N	Highwayman Special
60.	5.7/10	C	48 Hours
61.	5.1/10	C	First Impressions
62.	4.4/8	C	Frank's Place
63.	3.5/6	C	CBS Summer Playhouse

©1988 Nielsen Media Research

Kane acknowledged is not yet a firm go.

Kane said the programs, although nonfiction, will have "an emphasis on entertainment." The programs will be designed to have a broader appeal than many nonfiction shows, he said, adding, "but in keeping with the integrity of what we start out to do...they will be as entertaining and as informative as possible."

According to Kane, the idea for the new company came by accident. He and longtime friend John Sias, president, ABC Television Network Group, "just got to talking about programing one day" while lunching in New York. "John said how interesting he thought some of my [National Geographic] programs were, and the conversation turned to me asking him whether he'd be interested in me" joining the network in some way. The entire project took about three months to materialize, said Kane.

ABC/Kane Productions will have a full-time staff of eight or nine, including business managers, researchers and writers to develop programs. Most of the talent, above and below the line, associated with each program will be hired on a free-lance basis, said Kane.

Commenting on the announcement, Sias, who has known Kane since they both worked at Metromedia 20 years ago, said: "We view this as a significant step in developing expanded production capabilities. Our goal with this company is to establish ourselves as an important, quality production house on nonfiction topics."

Reacting to that announcement last week, John Behnke, president, KOMO-TV Seattle and chairman of the ABC-TV affiliates advisory board, said, "While we would prefer them to put their emphasis on [mainstream] network programing and maintenance of the network, as a businessman I can appreciate" their desire and interest in expanding into other areas. □

SYNDICATION SCORECARD

The following chart is a compact reference to syndicated first-run, off-network, off-first-run and off-cable programs new to the marketplace for the TV season beginning fall 1988. The shows are broken out within each of the four program types by strip (episodes of a program aired five times a week in the same time period) and half-hour and hour weeklies. Information about each program includes the name of the program and number of syndicated episodes, distributor, terms of the sale (for barter [B] and cash plus barter [C + B], numbers in parentheses are local commercial minutes sold by the station/national minutes sold by the distributor in each program), total station clearances (stns.), that total broken out by number of affiliates (affil.) and independents (ind.), coverage of the country (percentage of total TV households reached by stations carrying the program), the daypart in which the majority of stations are clearing the program and its premiere date. In the instances where information was not available from the distributor, the abreviation NA is used. In all, there are 20 half-hour first-run strips, two one-hour first-run strips, 19 half-hour first-run weeklies, four one-hour first-run weeklies, five half-hour off-network strips, four hour off-network strips, one half-hour off-network weekly, two half-hour off-first-run strips and two off-cable programs, one half-hour strip and one one-hour weekly.

Program (episodes)	Distributor	Terms	Stns.	Affil.	Ind.	Coverage	Daypart	Premiere
First Run								
——HALF-HOUR STRIPS——								
Alvin and The Chipmunks (65)	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Early Morning/Daytime	Sept. 12
Body by Jake (26)	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Weekday Morning	Oct. 3
C.O.P.S. (65)	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Sept. 19
Family Feud (130)	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Access/Early Fringe	Sept. 19[2]
Family Medical Center (130)	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Daytime	Sept. 12
Finders Keepers (130)	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Early Fringe	Sept. 5
Fun House (130)	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Early Fringe	Sept. 5
The Gong Show (130)	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Early Fringe	Sept. 12
Group One Medical (130)	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Morning/Early Fringe	Oct. 3
Gumby (65)	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Early Morning	Sept. 12
Improv Tonight (130)	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Weekday Late Fringe	Oct. 3
Marvel Action Universe (65)	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	September
The New Liars Club (65)	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Early Fringe	Oct. 3
On Trial (26)	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Access/Early Fringe	Sept. 12
Relatively Speaking (130)	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Early Fringe	Oct. 3
The Snorks (65)	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Daytime	Sept. 12
Sweethearts (130)	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Daytime	Sept. 12
USA Today: The Television Show[4] (312)	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Prime access	Sept. 12
Wipeout (195)	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Access/Early Fringe/Daytime	Sept. 12
Yogi Bear Show (65)	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Early Fringe	Sept. 12
——HALF-HOUR WEEKLIES——								
Boxing: A Magazine[5] (52)	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Saturday Early Morning	Oct. 8
Colors of Success (26)	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Weekend Late Night	January 1989
Crimes of the Century (24)	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Weekend Early Fringe/Access	January 1989
Denver, The Last Dinosaur (13)	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Weekend Morning	Sept. 24
dick clark's Golden Greats (26)	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Weekend Early Fringe/Access	Oct. 1
The Dr. Fad Show (24)	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Weekend Morning	Sept. 24
The Great Escape (52)	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Weekend Access/Early Fringe	Oct. 8

Program (episodes)	Distributor	Terms	Stns.	Affil.	Ind.	Coverage	Daypart	Premiere
Learning the Ropes (24)	Actsign Media	B (3 5 3)	96	24	72	74%	Saturday Fringe Access Prime	Oct. 1
Life's Most Embarrassing Moments (24)	Group W	B (4 2 5)	120	95	25	83%	Weekend Early Fringe Access Prime	Sept. 24
Monsters (26)	Telemb	B (3 5 3 5)	135	40	95	91%	Late Fringe	Oct. 22
The Munsters Today (24)	MCA TV	B (4 3)	120	NA	NA	87%	Early Fringe Access	Oct. 3
My Secret Identity (24)	MCA TV	B (4 3)	124	NA	NA	87%	Early Fringe Access	Oct. 3
Nostalgia (13)	Promark	B (3 5 2 5)	49	22	27	50%	Weekend PM	Oct. 29
Starting from Scratch (24)	Worldvision	B (3 5 3)	101	NA	NA	95%	Access	Sept. 26
Superboy (26)	Viacom	B (3 5 3)	156	69	87	92%	Weekend Access	Oct. 3
Teenage Mutant Ninja Turtles (13)	Group W	B (3 5 2 5)	141	31	110	95%	Weekend Morning	Oct. 1
Triple Threat (26)	Telemb	B (3 5 3 5)	77	52	25	80%	Weekend Early Fringe access	Oct. 7
The Twilight Zone (30)	MGM/UA	B (3 5 3)	157	78	79	93%	Late Fringe	Sept. 19
World Class Women (13)	Select Media	B (4 2 5)	67	44	23	62%	Weekend Early Fringe	Sept. 17
HOUR STRIPS								
The Arsenio Hall Show (200)	Paramount	B (7 7)	75	25	50	60%	Late Fringe	Jan. 3
Live with Regis and Kathie Lee (240)	Buena Vista	B (10 2)	156	153	3	85%	9 a.m.	Sept. 5
HOUR WEEKLIES								
Freddy's Nightmares (22)	Lorimar	B (6 6)	144	41	77	88%	Late Fringe	Sept. 30
Latin Connection (39)	All American	B (6 5)	70	60	8	60%	Weekend	Oct. 7
Public People, Private Lives (26)	Orbis	B (7 5)	151	119	32	91%	Weekend Early Fringe	Oct. 1
War of the Worlds (23)	Paramount	B (5 5 6 5)	192	78	114	98%	Weekend Access Prime Time	Oct. 7

Off-Network

HALF-HOUR STRIPS								
The Care Bears (65)	SFM	B (4 2 5)	80	—	80	71%	Weekday A.M.	Sept. 12
The Cosby Show (125)	Viacom	B (5 5)	174	159	15	97%	Early Fringe	Oct. 3
Kate & Allie (122)	MCA TV	Cash	93	56	37	NA	Access	Oct. 3
Newhart (138)	MTM	Cash	50	44	6	51%	Access Late Night	Sept. 5
Night Court (101)	Warner	Cash	130	NA	NA	NA	Early Fringe Late Night	September
HALF-HOUR WEEKLY								
The New Archies (13)	Claster	B (4 2)	78	6	72	72%	Sunday Morning	Jan. 8, 1989
HOUR STRIPS								
Airwolf (80)	MCA TV	Cash	32	6	26	NA	Early Fringe	Oct. 3
Cagney & Lacey (125)	Orion	Cash	NA	NA	NA	NA	NA	NA
Highway to Heaven (115)	New World	Cash	100	NA	NA	NA	Early Fringe	September
St. Elsewhere (137)	MTM	Cash	21	10	11	59%	Access Late Night	Sept. 5

Off-First Run

HALF-HOUR STRIPS								
It's a Living (100)	Lorimar	Cash	53	NA	NA	47%	Early Fringe	September
Mama's Family (110)	Lorimar	Cash	61	NA	NA	70%	Early Fringe	March 1989

Off-Cable

HALF-HOUR STRIPS								
Popeye (colorized) (65)	Associated Syndication	B (5 5)	70	1	69	70%	Weekdays (7 a.m.-9 a.m.; 3-5 p.m.)	Sept. 19
HOUR WEEKLY								
Faerie Tale Theatre (26)	Showtime/Claster	Cash	18	1	17	42%	Weekend Fringe Access	Sept. 3

[1] 3 5 2 5) first three quarters; 4 2 5) fourth quarter
[2] NBC O&Os Oct. 3
[3] 4 2 5) first three quarters; 5 5 5) fourth quarter
[4] Half hour after each hour weekends
[5] B after 11
* Latest available figures

move over to TNT by the 1989 season, if TNT has reached 30 million homes, at which time Turner's Atlanta Hawks would return to WTBS(TV) Atlanta for a 25-game schedule.

Hogan said TNT will show more than twice as many movies as WTBS—250 versus 120 in a given month—and will premiere two colorized movies per month, while WTBS will offer one a month.

Hogan said the original programing will be of network quality, and said TBS was paying upward of $1.5 million per hour for the original productions, the high end of network prices, he said.

On a syndication question, Turner said TNT's original programing would air on TNT, return to TNT six months later, and then move to another window on WTBS for another year, before moving on to broadcast syndication. Both he and Hogan said WTBS will be programed so operators will not have to black out any programing upon the return of syndicated exclusivity. Hogan announced at the videoconference that Turner had acquired the rights to *Happy Days* from Paramount, but that broadcasters with the show could not ask for exclusivity, because TBS paid a premium to insure against that occurrence.

Turner projected that TNT would break even after an initial loss of $40 million, which he said wasn't much considering that CNN lost $250 million before becoming profitable.

TNT will be unscrambled initially, at the request of several cable operators, said Turner, but will be scrambled by December. There will be no separate West Coast feed until year two or three, but the prime time movie will be replayed at 11 p.m. NYT, giving it a prime time play on the West Coast.

Satellite cable interconnect

Adlink, a cable interconnect in Los Angeles, and National Cable Advertising have formed a joint sales operation that will deliver advertising spots by satellite to cable systems in the Los Angeles area beginning Oct. 1. The operation is believed to be the first satellite cable interconnect in the country.

Adlink is owned by five cable companies—Choice Television, American Cablesystems, Comcast, United Cable and King Videocable—and Prime Ticket, the basic regional sports service that carries the Los Angeles Lakers and Kings. NCA is owned by Cox Cable, Continental, Warner and Comcast, each of which owns 12.5% and Robert Williams, president of NCA, who controls the other half. NCA will provide Adlink with expertise on data collection and billing. NCA, a cable rep firm, has offices in New York, Chicago, Atlanta and Boston. With the NCA association, Adlink will become the exclusive national advertising rep for the adjacent Los Angeles markets of San Diego, Santa Barbara and Bakersfield.

The ad spots will be delivered over Prime Ticket's transponder on Satcom IV, transponder 20. The interconnect reaches nearly one million homes.

Big spenders. The following is a list of the top 10 cable advertisers, comparing their spending for the first six months of 1988 to the comparable period a year ago.

Company	*First Half 1988*	*First Half 1987*	*% Change*
1. Procter & Gamble	$14,146,430	$10,913,232	+30
2. Philip Morris	$11,892,953	$11,592,864	+3
3. General Mills	$8,599,534	$7,097,803	+21
4. Anheuser-Busch	$8,550,447	$10,399,704	-18
5. Time Inc.	$7,824,133	$7,430,362	+5
6. RJR Nabisco	$6,156,088	$7,197,172	-14
7. Eastman Kodak*	$6,076,831	$1,031,312	+489
8. Chrysler Corp.**	$5,695,750	$1,453,525	+292
9. Mars Inc.	$5,021,601	$9,226,058	-46
10. Gillette	$4,719,942	$5,689,867	-17

* includes Sterling Drug ** includes Jeep Dealers Assoc.

WIRELESS CABLE '88

ANNUAL CONVENTION AND EXPOSITION

Featuring:

Senator Albert Gore
FCC Commissioner James Quello
Attorney General Charles Brown, West Virginia
Mr. Henry Geller, Center for Policy Research

Plus:

Educational Sessions
Equipment Exhibition

Date:

October 16, 17, 18

Place:

Hyatt Regency Crystal City
(Adjacent to Washington's National Airport)

Cost:

$450 before September 23
$500 after September 23
(Includes 2 breakfasts, 2 lunches and one dinner)

Sponsor:

THE WIRELESS CABLE ASSOCIATION

202-347-4253